INFORMATION SYSTEMS BIBLIOGRAPHIC INDEX

A bibliographic index to published material on management information and data processing systems in business, institutions and government.

The past ten years have seen revolutionary changes in management systems. The advent of electronic data processing has affected every phase of management — corporate decision making, scientific management techniques, economic planning, personnel relations, inventory and production considerations. Not a single management function has been unaffected.

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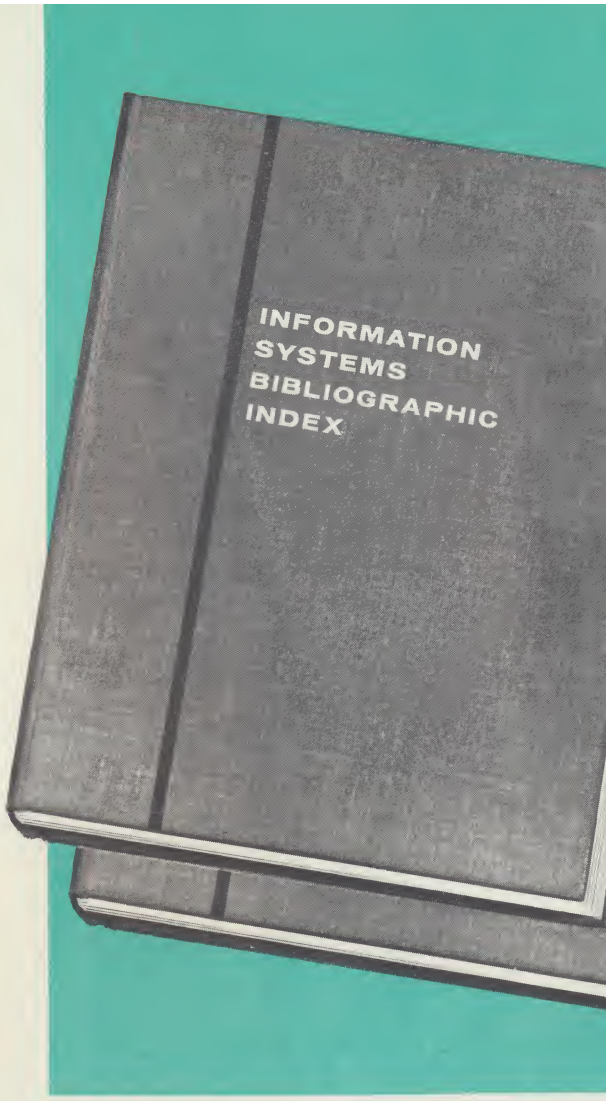

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STATE OF THE ART REPORTS
IN 1965 DATA PROCESSING YEARBOOK

RESEARCH ON THE CAUSES OF PEACE by Dr. Louis Fein

"It would seem to be just plain good sense to try to apply our best intellectual resources (which include computers) to first learn how to test and then to test our own and other people's hypotheses on how to avert and avoid nuclear war, so that we could derive from them those stratagems most likely to lead to peace. These would be the stratagems derived from the hypotheses to which the test results lent most credence.

"Social and physical scientists have had a good deal of experience and some success in trying to solve moderately complex problems with the aid of computers. Regardless of how much more complex are the problems of attaining and maintaining world peace, the distinctive analytic approach to practical problems, and the computing instruments of computer oriented analysts, may be fruitful in finding solutions to some of the problems of peace."

AN ETHOS FOR THE AGE OF CYBERCULTURE by Alice Mary Hilton

(who coined "cyberculture" to explain the effects of cybernetics on the culture of a rapidly changing society)

"If the ethos of the society where virtue is seen in laboring "in order to" gain something — bread or status, or self respect — changes to an ethos of abundance, it will be virtuous for human beings to live human lives in leisure and abundance . . . We cannot ignore the powerful new phenomena [computers] human intelligence has created. We cannot abdicate our responsibility to choose how our new technology shall be used. For in our very abdication of choice, we would choose the worst alternative: to drift blindly toward disaster."

NEW HARDWARE DEVELOPMENTS IN THE SMALL COMPUTER FIELD by Donald F. Blumberg

"After several years of being overshadowed by its bigger brothers, the small computer is showing every sign of eventually moving up to the forefront of the business automation field. . . . The small computer field has been the scene for a surprising number of developments in the last few years. Increasing capabilities and applications potential are predicted for this important and highly competitive class of computer systems."

Included with this article is a comparison chart of small solid state computers including ASI 210, ASI 2100, CDC 160, CDC 8090, PDP-4, PDP-5, H 200, IBM 1401 (card), IBM 1440, IBM 1620, System 360/30, RPC 4000, NCR 315-100, NCR 310, PB 250, SDS 910/920, Univac 1004-III.

PROGRESS IN HANDWRITING RECOGNITION by E. C. Greanias

The struggle for speedier input methods still continues, and the goal of optically scanned handwritten documents is being reached progressively in experimentation using analog/digital techniques which allow light to follow the curves of characters. These techniques have been tested at a university and field tested in a department store and at the World's Fair.

ARTIFICIAL INTELLIGENCE by S. Eugene Cook

"Artificial intelligence, just one of the more recent in a series of research areas which are taking shape, is far and away the most glamorous and esoteric of these simply because it includes in its scope at least some of the aspects of all the other information processing practices."

This report is an explanation of various approaches to the problem of incorporating intelligence in man-made machines.

RESPONSIVE DATA PROCESSING — MAN-MACHINE COLLABORATION by Charles W. Adams

"Responsive data processing has already had a significant effect on new computer design, resulting in larger and more compact memory capacities, faster random access, graphic display devices on line, programmed units integral to the machine, and other features. Yet more research and development must be done to improve communication channels, devise better interface equipment and interrupt features, etc., so that responsive data processing systems can ensure increasingly higher levels of efficient man-machine collaboration. The demands for more sophisticated systems are, in effect, revolutionizing the design and manufacture of these systems, and this in turn will broaden the scope of applications to data acquisition and graphic design.

CLOSED LOOP OPERATION WITH PROCESS CONTROL COMPUTERS by Dr. E. M. Grabbe

"Computer control of industrial processes must do more than supplant what the plant operator has done manually. To justify its costs, the control computer must do something that the operator cannot do, justifications come from increased throughput, improved quality, reduced operating costs, alarm scanning, process complexity and speed, disturbances, and testing." A table showing the present use of closed loop computers is mainly in the petroleum, chemical, and cement industries although use is expanding to other industries as more experience is gained.

FORTRAN — TOWARD A "UNIVERSAL" LANGUAGE by Henry Oswald

"FORTRAN is the most used and best known programming system available. In the future, we can expect to see the language proliferate as it is adopted by more programmers. FORTRAN is an excellent candidate for 'universal' programming language; it is in daily use by thousands of computer users and it has evolved and is evolving into an even more useful language."

How the computer user is covered by different insurance policies — against fire, restoring service after destruction, restoring data and programs, and coverage of risks in doing work for others as in a service bureau.

THE WHAT AND WHERETO OF MANAGEMENT INFORMATION SYSTEMS by MacDonald W. Anderson

"Hardware developments are getting ahead of systems implementation. The true values, in terms of profit contribution, are not being fully exploited by nearly enough companies in planning for the future use of message and data switching, new data input and output techniques, and the imminent availability of low cost mass random storage."

CONCEPT AND DESIGN OF INTEGRATED MANAGEMENT INFORMATION SYSTEMS by W. Henry Hill and Jack H. Wright

". . . The pooling of existing management science efforts as currently might be fragmented throughout an organization . . . a central group would sponsor, support, and directly participate in the research and development of advanced concepts and techniques for adapting computers and mathematics to improved decision making, improved production planning and control systems, better allocations of resources, extrapolated predictions of the effects of varied management assumptions, and the successful quantification of qualitative indices of the effectiveness of the overall organization, etc."

TOTAL INFORMATION SYSTEMS by Alexander Kreithen

"Information technology is a new synthesis of many other technologies, a new frontier."

INFORMATION RETRIEVAL SYSTEMS by Henri L. Beenhakker

"The best strategy for the design of an information retrieval system is obtained by considering all the component activities of a business concern. In other words, the design of an information retrieval system should be incorporated in the design of the data processing system of the entire firm."

SATIRE: A USER'S SYSTEM OF INFORMATION RETRIEVAL by Michael J. Healy

SATIRE (semi-automatic technical information retrieval) is a system developed to replace manual retrieval by System Development Corporation's Command Control Division. The system, which combines the procedures of library science with the techniques of machine processing, can be used with electronic accounting machines or with electronic computers, allowing on line interrogation and display. Its purpose is to improve communications in a small organization needing rapid access to documented information.

DIRECTORIES and REFERENCE FEATURES

COLLEGES AND UNIVERSITIES OFFERING DATA PROCESSING

In its fourth updating by American Data Processing, Inc., this directory reflects rapid growth in number of computers and number of educational institutions offering data processing or having computer laboratories. Included in the current Yearbook directory are 409 North American colleges and universities (386 in U.S., 21 in Canada, two in Mexico) which use a total of 914 digital and 77 analog computers. Valuable data, to be found nowhere else, is provided for each listing. In a separate directory are listed the 139 colleges and universities outside North America which have an interest in computers and data processing. Special tables show types and quantities of computers in use, and on order.

PRIVATE BUSINESS SCHOOLS — A directory of 117 private schools that teach some aspect of data processing.

PRIVATE AND PUBLIC INSTITUTES — A directory of 20 institutes which offer courses in data processing and related subjects.

ASSOCIATIONS WITH AN INTEREST IN DATA PROCESSING

In this directory are listed the nearly 200 associations, domestic and foreign, which have an interest in data processing, wholly or in part. Each listing contains the name of an official contact. In addition, for three associations (Association for Computing Machinery, Data Processing Management Association, and Systems and Procedures Association) the completely updated list of their chapters is included, together with current chapter president (SPA), chairman (ACM), or national director (DPMA).

COMPUTER USERS' ORGANIZATIONS — New and updated information is included in a directory which lists organization and person to contact.

AUDIO-VISUAL AIDS — Descriptions of color slides, filmstrips, and motion pictures which are currently available for loan, rental or purchase.

MANUFACTURERS OF DATA PROCESSING EQUIPMENT AND SERVICES

An extremely valuable directory of nearly 700 manufacturers of computers and related equipment and services. Complete address and name of contact at each company are provided. The listings are arranged alphabetically by company, and by product.

FORECASTING, CONTROL, AND DECISION MAKING by M. J. Netzorg and B. O. Marshall, Jr.

"The suitable degree of sophistication and elaboration to use in forecasting varies tremendously . . . proponents have arisen for each of many different approaches. Which [will be used] depends on circumstances and the ability of a firm to recognize and develop the approach and combination of techniques that are suitable and meet its forecasting needs. Determining what is suitable is a technical problem that is formulated by searching and testing rather than by deciding arbitrarily . . . ."

ANALYTICAL METHODS IN DECISION MAKING by R. B. Fowler

An explanation of operations research methods and decision theory which can help an executive arrive at decisions based on scientific rather than intuitive methods.

PLANNING — THE ROLE OF HUMANS IN INFORMATION SYSTEMS by Harvey J. McMains

"Creative planning is the role of humans in information systems and offers the hope of better decisions and less risk for the company that does it well. Doing anything is only right and satisfying when the reasons for doing the job are understood. This is generally done by describing a complex business problem in terms of a multiplicity of simple discrete things which can be written in terms of computational logic, then using the power of the modern computer to solve the problem in whatever terms best fit the need . . . Who is better able to apply this technique to business decision than the experienced manager? . . . Luck's probability is not good enough for this modern world if success and understanding are your true goal. If they are not, business management itself becomes a speculator's opportunity and preserve."

HEURISTIC PROGRAMMING TECHNIQUES IN DECISION MAKING SYSTEMS by Lloyd M. Thayer

"Even the limited research thus far has shown that heuristic programming can be a powerful tool in decision making systems. To ignore the potentiality of this tool in the design of such systems might well prove to be a costly mistake for a system design team. . . . It appears that the analysis of human decision making processes and use of heuristic programming techniques to simulate these processes constitute a valid tool in the development of sophisticated command and control systems."

EFFECTIVE ANALOG SIMULATION by Thomas W. Connolly

Simulation [by analog] can assist materially in the solution of engineering problems — particularly in the early stages. Analog simulation provides a powerful technique for attack upon engineering problems . . . but it must be used in a systematic manner if any useful results are to be assured. . . . The conducting of an analog computer study should be regarded as experimentation. . . . The fact that individual experiments may be accomplished at much lower cost on the computer than in the field may justify a much wider scope of study, but it can never justify a hit-or-miss approach nor the unrestrained use of facilities."

APPLIED DATA TRANSMISSION WITHIN INDUSTRY by Robert M. Franklin

"A large number of concerns are devoting a major portion of their systems planning efforts to include the use of, and are in fact dependent upon, applied data transmission systems. A pattern begins to take shape, and the pattern is of large dollar impact. It is now possible to reduce the number of computer systems within a particular complex since it is no longer necessary to process the data locally — only use it locally."

THE CHALLENGE AND PROMISE OF RECENTRALIZATION by Dr. Herbert W. Robinson

"What authority and decision making power should be retained centrally, and what can and should be decentralized? Businessmen who can resolve this question adequately in the context of their industry, the economic climate and age, have limitless vistas of growth and power.

"The computerized recentralization of the corporate functions will require of people an ability to think fast, to move fast, and to change fast. Recentralization involves compression (speed) and change. It involves the ability of individuals and groups not only to accommodate change but to manipulate and capitalize on this change. . . .

"In the very large corporations, where recentralization has become the imperative of the 1960s, the potential profit differential is large enough to compel the utmost thoroughness in approach, evaluation, planning, and execution."

THE LIVING SYSTEM AND SIMULATION by Guy Moser

Human simulation is complex and comprises physiological (organs and cells), human operator (living system as it is involved in task performance), and higher process (central nervous system and its many components). This article deals with the first area — bio-engineering in physiology.

MEDICAL RECORDS RESEARCH by Dr. James W. Sweeney

Tulane University's Bio-Medical Computing Center is doing many interesting things in medical research with computers, one of which is to take a great number of medical records and process them so that they are usable for research. The data from such records are highly useful for finding incidence of disease, blood pressure, or other items.

EDUCATION: FUTURE COMPUTER APPLICATIONS by Don D. Bushnell

"The research in educational data processing with its emphasis on instructional systems gives a broader perspective to the potential of computer technology in education. . . . This is not to say that the role of the administrator or the business manager is secondary to the instructional

program. For only when the superintendent, the principal, and the business office manager can make effective decisions based upon accurate intelligence can the school system run smoothly. But by taking the instructional approach, the future development of electronic data processing technology in education is focused upon a system which will support all the essential activities of the school, not just those which lend themselves most readily to the electronic data processing techniques."

AIR TRAFFIC CONTROL by Daniel E. Eisenberg

"The pace of applying the computer to air traffic control is slowed by a variety of factors, among which are the difficulty of solving some of the operational problems in air traffic control and the functional necessity for taking a piecemeal approach. . . . For all the apparent shortcomings of the manual air traffic control system we now have, it is an amazingly reliable system. It performs with a degree of reliability that an automated system would have difficulty in matching. Consequently, some functions will be completely turned over to computers only after years of extensive trials, and it is unlikely that other functions will ever be completely entrusted to machines. . . . Although the computer's role in air traffic control is being widened, this is being done at a careful pace, and it is highly debatable whether this role, in the near future at least, can realistically be expected to be more than a supplementary part of a system that remains fundamentally manual. The work being carried out by the Federal Aviation Agency will determine the direction and extent of system change."

CENTRALIZED COMPUTER TRAFFIC CONTROL by Harry H. Fite

". . . The availability of digital computer systems to the traffic engineer, plus a real time communication capability with signalized intersections, will have widespread effects on traffic control, street planning, and the general welfare of urban areas. . . . Data gathered on tape from traffic movements will provide accurate information on actual demand and street capacity, essential to long range planning. Trends and unusual situations can be pinpointed and analyzed quickly so that the computerized system can be made to improve itself and develop new traffic control techniques presently unknown."

Plus Other Reports on Computer Use in Certain Areas

PUBLISHING AND INFORMATION RETRIEVAL (CHEMICAL ABSTRACTS) by G. Malcolm Dyson

WHOLESALING — GROCERY by Daniel Bartz

COMPUTERS IN THE PETROLEUM INDUSTRY — E. E. McEntee

NEW TRENDS IN RETAIL INDUSTRY DATA PROCESSING METHODS by Burton Peck

EXPERTS WHO HAVE CONTRIBUTED TO RECENT DATA PROCESSING YEARBOOKS

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AN ABZ OF LOVE by Inge and Sten Hegeler

Here is a book that has taken Denmark, sexually the most liberal nation in the world, by storm. It has received the most enthusiastic reviews in all the eminent publications in Denmark, Sweden, Holland, Norway, Spain, Mexico Germany, England and America. It has been discussed over the air and in the universities. It is used as a text by hundreds and hundreds of marriage counsellors. The critics, reviewers, and sexologists unanimously acclaim ABZ OF LOVE . . . "the best book on the subject". . . "the most important sex book ever published". . . "every American should have a copy."

In ABZ OF LOVE, under 600 subject headings arranged alphabetically from A to Z for quick reference, Inge and Sten Hegeler describe and explain in everyday language all the erotic practices important for a happy sex-life. This edition contains all the illustrations as in the original Danish edition --- 120 delightfully instructive illustrations enhance the free spirit of the text.

The authors, in ABZ OF LOVE, emphasize the fact that sexual intercourse is the healthiest and most important human sport. Again and again, the Hegelers impress the reader that the game of love can be a delight -- full of fun, mutually gratifying and a spiritually ennobling sport, if he and she observe the physical and psychological rules laid down in this remarkable, outspoken guide.

The authors' approach to sex is radically new, direct and stimulating. The book will help to alleviate the fear of sex in the minds of the frustrated, in frigid women, and in the unhappy ones who have had traumatic initiation. The book describes in do-it-yourself detail, the various eroticizing practices leading to mutual fulfillment. The authors try to eliminate the taboos blocking complete orgasm and give a new dawn to sex experience.

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